

ABSTRACT OF THE DISCLOSURE

When advertising information is included in a received broadcasting wave, viewer attributes which have previously been registered in an IC card is collated with a target ID added to the advertising information, and the advertising information (icon) in which both of them coincide is selected and displayed (S3, S4). When there is a requesting operation of detailed information, the detailed information is obtained by link information. The detailed information can be obtained from the broadcasting wave (S11, S12) or can be obtained from a homepage via the internet (S17, S18). The detailed information is displayed in place of the picture plane of a program. When a viewer requires to finish the display, the display of the detailed information is finished (S14, S20). When the detailed information is displayed, the presence of the request for the detailed information is recorded as a history.